

## Programme Specification

<b>1.</b>	<b>Programme title</b>	MA Graphic Design and Creative AI MA Graphic Design and Creative AI with Professional Placement
<b>2.</b>	<b>Awarding institution</b>	Middlesex University
<b>3a</b>	<b>Teaching institution</b>	Middlesex University: London
<b>3b</b>	<b>Language of study</b>	English
<b>4a</b>	<b>Valid intake dates</b>	September
<b>4b</b>	<b>Mode and duration of study</b>	FT – 1 Year FT with Professional Placement – 2 Years PT – 2 Years PT with Professional Placement – 3 Years
<b>4c</b>	<b>Delivery method</b>	On-campus
<b>5.</b>	<b>Professional/Statutory/Regulatory body (if applicable)</b>	N/A
<b>6.</b>	<b>Apprenticeship Standard (if applicable)</b>	N/A
<b>7.</b>	<b>Final qualification(s) available</b>	MA Graphic Design and Creative AI MA Graphic Design and Creative AI with Professional Placement PGDip Graphic Design and Creative AI PGDip Graphic Design and Creative AI with Professional Placement PGCert Creative Technologies
<b>8.</b>	<b>Academic year effective from</b>	2026/27

## 9. Criteria for admission to the programme

### Appropriate qualifications or experience:

- We celebrate inclusivity and diversity and welcome applicants without the normal qualifications but who have extensive and substantial work experience in appropriate fields.
- A good undergraduate degree (normally a 2:2 or better) in a subject-specific or related design subject, or a recognised, equivalent professional qualification.
- Applicants with a good undergraduate degree in an unrelated subject but with substantial professional experience within the field of Graphic Design, and able to demonstrate an aptitude for working in the subject at postgraduate level.
- In all cases, admission to the programme is dependent on:
  - evidence of subject-related knowledge and skills, and of critical subject engagement, demonstrated through an annotated digital portfolio of relevant academic and professional work submitted in a suitable format.
  - sufficient command of the English language. Applicants for whom English is not their first language must provide evidence of attainment to an IELTS overall score of 6.5 (with 6.0 in each component), or equivalent qualification.
  - at least 1 supportive academic, and/or where relevant, professional reference.

The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes. The University ensures that the operation of admissions processes and application of entry criteria are undertaken in compliance with the Equality Act.

We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form. This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

## 10. Aims of the programme

The programme aims to:

- Strengthen advanced design thinking, conceptual development, and visual literacy as the foundation for impactful and original graphic communication.
- Enable students to integrate and direct AI tools within iterative design workflows, balancing technological innovation with creative judgement.
- Foster critical reflection on the ethics, authorship, and cultural implications of AI within global creative industries.

- Equip students to apply emerging technologies responsibly, positioning AI as a co-creator while ensuring human creative leadership and integrity.
- Embed the principles of the Design Council Skills for Planet Blueprint within the everyday design practice of graduates to develop a Green Design Mindset.

Prepare graduates to innovate in visual communication, branding, and design consultancy, developing a distinctive critical, professional, and creative voice.

## **11. Programme learning outcomes**

### **A. Knowledge and understanding**

On completion of this programme the successful student will have knowledge and understanding of:

1. The effective application of advanced graphic design and visual communication practices, applying design thinking to create impactful solutions across diverse media and technological environments.
2. The impact of AI-driven tools, data models, and algorithmic systems on design authorship, aesthetics, and professional practice.
3. The ethical, social, and environmental implications of AI in graphic design, including issues of bias, sustainability, and intellectual property, with reference to the Design Council's Skills for Planet Blueprint.
4. AI-assisted design workflows, production methods, and cross-platform applications, and how these can be integrated to generate innovative visual solutions.

### **B. Skills**

On completion of this programme the successful student will be able to:

1. Design original and impactful visual communication artefacts that integrate human creativity with AI-supported processes.
2. Direct AI tools critically and creatively as part of iterative design workflows, applying professional standards of judgement, refinement, and experimentation.
3. Apply inclusive, ethical, and sustainable practices in design production, to develop a Green Design Mindset grounded in critical reflection and industry frameworks.
4. Lead collaborative and cross-disciplinary design projects, demonstrating agility, entrepreneurial thinking, and responsiveness to emerging industry trends.

## 12. Teaching/learning methods

- **Seminar discussions & Presentations:** to develop effective communication and presentation skills with a focus on critical evaluation.
- **Specialist subject & Group tutorials:** to consider the project from a creative perspective and to discuss the approach to self- managed learning.
- **Research:** to consider a wide range of theoretical and practical examples.
- **Writing support:** the writing support team will be available to support written work.
- **Online platforms:** to disseminate teaching materials and support peer-based discussion groups.
- **Independent Study:** to promote the development of autonomy in research, critical analysis, decision-making, planning and self-management, and cultivate independent practice.
- **Making workshops (2D, 3D, 4D):** To explore ideas, materials, technologies, and processes across various mediums to refine working methods.
- **Peer and self-evaluation:** To build critical thinking, evaluation skills, and assessment literacy through reflective practice.

<sup>1</sup> Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours	FT 12	PT 6
Approx. number of hours of independent study per week (at each level of study, as appropriate)	FT 38	PT 19
Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate). <i>Where relevant, provide further details under 13c below.</i>	FT	PT

## 13. Employability

### 13a Development of graduate competencies

#### Leadership and Influence

At the MA level, students are expected to take ownership of their research interests and design projects through self-directed inquiry. They will lead complex projects, working across disciplines and with external collaborators, refining their ability to drive change and shape the future of design. By engaging with live projects, real-world case studies, and industry partners, students develop the leadership skills and strategic thinking needed to take on influential roles within the industry.

#### Entrepreneurship

Entrepreneurship is a key focus of the MA programme, as students are encouraged to think beyond traditional roles and develop their own design initiatives. MA students will gain experience in negotiating larger, more complex projects, looking for potential opportunities for development within a given environment. Students will be challenged to pitch ideas and participate in competitions while developing skills to organise and collaborate with professionals from various

<sup>1</sup> This information will be used as part of our submission to Discover Uni (previously Unistats).

sectors. Self-directed projects in the latter stages of the programme enable students to explore multiple directions, aligning their personal and professional aspirations with market opportunities and emerging industry trends.

### **Communication, Empathy, and Inclusion**

Effective communication and empathy are critical skills for MA-level designers, particularly when addressing complex, multifaceted projects. MA students will further develop their ability to communicate their design ideas persuasively to diverse audiences, including stakeholders, clients, and collaborators. The programme will deepen their understanding of inclusive design practices, with an emphasis on human-centered, empathetic approaches to solving design challenges.

### **Curiosity and Learning**

MA students are expected to demonstrate a high level of intellectual curiosity and a commitment to lifelong learning. At the MA level, students are encouraged to take ownership of their learning journeys by engaging in targeted research and design projects that push the boundaries of the Graphic design discipline. They are challenged to continually explore new ideas, trends, and technologies and to critically evaluate how these innovations might impact the future of Graphic design. Throughout the programme, students will reflect on their learning processes, adapting and evolving their practices as they engage with cutting-edge research and global design challenges.

### **Collaborative Innovation**

Studio-based learning fosters collaboration and shared creativity. Working alongside staff, peers, and the wider community of practice encourages students to exchange ideas, challenge perspectives, and co-create solutions. Through this collaborative environment, students develop the confidence to innovate collectively and contribute to the evolving landscape of contemporary design practice.

### **Resilience and Adaptability**

Resilience and adaptability are crucial at the MA level, as students are tasked with navigating the complexities of real-world design challenges. The programme encourages students to develop resilience by critically engaging with feedback, learning from failures, and iterating their designs to meet high standards. Through advanced studio work and tutorials, MA students will encounter a range of professional scenarios, helping them build the flexibility and adaptability needed to thrive in a rapidly changing industry.

### **Technological Agility**

Technological proficiency is essential for MA graduates, and the programme integrates advanced digital skills, including the use of cutting-edge software and fabrication technologies, alongside hands-on making technologies like laser cutting, 3D printing, and augmented reality (AR) applications. At the MA level, students are expected to not only use these technologies proficiently but also to critically evaluate and innovate with them, positioning themselves at the forefront of digital advancements in design.

### **Problem Solving and Delivery**

MA students will develop advanced problem-solving skills, learning to approach design

challenges from strategic, systems-thinking perspectives. Feedback from tutors, members of the cohort and other commentators, test the design process led approach to problem solving. The programme will focus on enabling students to handle complex, multi-layered problems, integrating research, creativity, and project management to deliver robust solutions to a deadline.

### **13b Employability development**

The students are able to take one of three work experience modules (either 15 or 30 credits) and will have the opportunity to be placed on active productions through the MDX Studios scheme. Modules on business skills and AI also teach the students about the realities of working in the industry.

### **13c Placement and work experience opportunities (if applicable)**

Students must choose one of three credit-bearing work experience modules (either 15 or 30 credits). On the extended version of the programme, they also have the opportunity to take two additional non-credit-bearing work experience modules.

Throughout this course, students have access to various optional opportunities to enhance their professional experience and industry connections. These include:

- Taking on freelance projects
- Responding to competition briefs
- Building connections with alumni and research groups associated with the course

### **13d Future careers / progression**

Graduates are prepared to work across creative industries, technology sectors, and cultural institutions, both in the UK and internationally with roles that combine creative direction, AI fluency, and ethical design insight.

Typical career titles include:

- Freelance Graphic Designer
- UX/UI Designer / Digital Product Designer
- Service Designer
- Brand Developer
- Event Designer
- Publisher
- Art Director
- Social media content creator
- Brand Strategist
- Creative Technologist

#### 14. Assessment methods

#### 15. Programme structure (level of study, modules, credits and progression requirements)

##### 15a Structure of the programme.

##### Full time structure

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Storytelling and Worldbuilding</b> 15 credits Optional	<b>Planet-Centred Design</b> 15 credits Optional	<b>Design Thinking for AI-Enhanced Creativity</b> 15 credits Compulsory	<b>Professional Graphic Design Practice with AI</b> 15 credits Compulsory	<b>Major Project</b> 60 credits Compulsory
<b>Creative Practice and AI</b> 15 credits Optional	<b>AI in Design Workflows</b> 15 credits Optional	<b>Social Media Strategy and Analytics</b> 15 credits Optional	<b>Business Skills for Creative Practice</b> 15 credits Optional	
<b>Work Experience 1</b> 15 credits Optional				
<b>Work Experience 2</b> 30 credits Optional				
<b>Work Experience 3</b> 15 credits Optional				

**Full time structure with Professional Placement**

Year 1

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Storytelling and Worldbuilding</b> 15 credits Optional  <b>Creative Practice and AI</b> 15 credits Optional	<b>Planet-Centred Design</b> 15 credits Optional  <b>AI in Design Workflows</b> 15 credits Optional	<b>Design Thinking for AI-Enhanced Creativity</b> 15 credits Compulsory  <b>Social Media Strategy and Analytics</b> 15 credits Optional	<b>Professional Graphic Design Practice with AI</b> 15 credits Compulsory  <b>Business Skills for Creative Practice</b> 15 credits Optional	<b>Preparing for the Professional Placement</b> 0 credits Compulsory
<b>Work Experience 1</b> 15 credits Optional  <b>Work Experience 2</b> 30 credits Optional  <b>Work Experience 3</b> 15 credits Optional				

Year 2

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Work Experience 5</b> 0 credits Optional  <b>Work Experience 4</b> 0 credits Optional		<b>Work Experience 4</b> 0 Credits Optional		<b>Major Project</b> 60 credits Compulsory

**Indicative Part time structure**

Year 1

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Storytelling and Worldbuilding</b> 15 credits Optional  <b>Work Experience 1</b> 15 credits Optional  <b>Work Experience 2</b> 30 credits Optional  <b>Work Experience 3</b> 15 credits Optional	<b>AI in Design Workflows</b> 15 credits Optional	<b>Social Media Strategy and Analytics</b> 15 credits Optional	<b>Business Skills for Creative Practice</b> 15 credits Optional	

Year 2

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Creative Practice and AI</b> 15 credits Optional  <b>Work Experience 1</b> 15 credits Optional  <b>Work Experience 2</b> 30 credits Optional  <b>Work Experience 3</b> 15 credits Optional	<b>Planet-Centred Design</b> 15 credits Optional	<b>Design Thinking for AI-Enhanced Creativity</b> 15 credits Compulsory	<b>Professional Graphic Design Practice with AI</b> 15 credits Compulsory	<b>Major Project</b> 60 credits Compulsory

**Indicative Part time structure with Professional Placement**

Year 1

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Storytelling and Worldbuilding</b> 15 credits Optional  <b>Work Experience 1</b> 15 credits Optional	<b>AI in Design Workflows</b> 15 credits Optional	<b>Social Media Strategy and Analytics</b> 15 credits Optional	<b>Business Skills for Creative Practice</b> 15 credits Optional	

Year 2

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Creative Practice and AI</b> 15 credits Optional  <b>Work Experience 1</b> 15 credits Optional  <b>Work Experience 2</b> 30 credits Optional  <b>Work Experience 3</b> 15 credits Optional	<b>Planet-Centred Design</b> 15 credits Optional	<b>Design Thinking for AI-Enhanced Creativity</b> 15 credits Compulsory	<b>Professional Graphic Design Practice with AI</b> 15 credits Compulsory	<b>Preparing for the Professional Placement</b> 0 credits Compulsory

Year 3

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
<b>Work Experience 5</b> 0 credits Optional  <b>Work Experience 4</b> 0 credits Optional		<b>Work Experience 4</b> 0 Credits Optional		<b>Major Project</b> 60 credits Compulsory

<b>15b Levels and modules</b>		
<b>Compulsory (Core)</b>	<b>Optional (Elective)*</b>	<b>Progression requirements</b>
Professional Graphic Design Practice with AI	Creative Practice and AI	Students must pass at least 90 credits before progressing to the Major Project module.
Design Thinking for AI-enhanced Creativity	Storytelling and Worldbuilding	Students on the Professional Placement (2 year) version of the programme must pass at least 90 credits before progressing onto the Professional Placement module(s) (ACI4421 or ACI4422).
Major Project	Business Skills for Creative Practice	
	AI in Design Workflows	
	Planet-Centred Design	
	Social Media Strategy and Analytics	
	Work Experience 1	
Work Experience 2		
	Work Experience 3	

\*Please refer to your programme page on the website re availability of option modules

<b>15c Non-compensatory modules</b>	
<b>Module level</b>	<b>Module code</b>
7	Major Project GDN4050

<b>16. Programme-specific support for learning</b>
<ul style="list-style-type: none"> <li>• Excellent facilities including printmaking workshops, photographic studios, darkrooms, reprographics studio and digital media facilities. Each area has dedicated technical staff providing support and inductions.</li> <li>• Graphic Design studios provide studio space, studio printers, studio computers with up-to-date software, live streaming facilities and presentation screens.</li> <li>• Students are supported in their learning by Library and Learning Enhancement staff in addition to the academic and technical staff within the programme.</li> <li>• The library provides online and physical resources, including specialist books, journals, multimedia and special collections.</li> <li>• The library provides online research tools, a specialist dedicated librarian, bookable study spaces and a research repository.</li> <li>• Online learning resources will be delivered through our Virtual Learning Environment.</li> <li>• Online platforms will support learning activities, provide collaborative online spaces, to provide discussion forums, tutorial discussion, weekly updates, events, mentoring systems and a visual wall to share work in progress.</li> <li>• Students have access to the latest creative software, along with digital media</li> </ul>

- support and the ACI online learning and making resource.
- MDX Studios initiative providing access to industry professionals and real-world productions

**17. HECos code(s)**

100061

**18. Relevant QAA subject benchmark(s)**

[Art & Design, 2020](#)

[Communication, Media, Film and Cultural Studies, 2024](#)

[History of Art, Architecture & Design, 2019](#)

**19. University Regulations**

This programme will run in line with general [University regulations](#)

**20. Reference points**

[University regulations](#)

[Middlesex Learning and Quality Enhancement Handbook \(LQEH\)](#)

[Education for Sustainable Development](#)

[QAA Qualification Characteristics Statement, 2020](#)

[Knowledge into Action, Middlesex University Strategy 2031](#)

**21. Other information**

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## 22. Curriculum map

### 22a Programme learning outcomes

Knowledge and understanding	
A1	The effective application of advanced graphic design and visual communication practices, applying design thinking to create impactful solutions across diverse media and technological environments.
A2	The impact of AI-driven tools, data models, and algorithmic systems on design authorship, aesthetics, and professional practice.
A3	The ethical, social, and environmental implications of AI in graphic design, including issues of bias, sustainability, and intellectual property, with reference to the Design Council's Skills for Planet Blueprint.
A4	AI-assisted design workflows, production methods, and cross-platform applications, and how these can be integrated to generate innovative visual solutions.
Skills	
B1	Design original and impactful visual communication artefacts that integrate human creativity with AI-supported processes.
B2	Direct AI tools critically and creatively as part of iterative design workflows, applying professional standards of judgement, refinement, and experimentation.
B3	Apply inclusive, ethical, and sustainable practices in design production, to develop a Green Design Mindset grounded in critical reflection and industry frameworks.
B4	Lead collaborative and cross-disciplinary design projects, demonstrating agility, entrepreneurial thinking, and responsiveness to emerging industry trends

#### Programme learning outcomes

A1	A2	A3	A4	B1	B2	B3	B4
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#### Highest level achieved by all graduates

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## 22b Mapping by level of study and module

Module Title	Module Code by Level of study	A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4
<b>Level of study: 7</b>									
Storytelling and Worldbuilding	ACI4401	X							X
Creative Practice and AI	ACI4402		X	X				X	
Business Skills for Creative Practice	ACI4403								X
AI in Design Workflows	DES4001		X		X		X		
Planet-Centred Design	DES4002			X				X	X
Social Media Strategy and Analytics	DES4003		X	X					
Work Experience 1	ACI4410	X						X	X
Work Experience 2	ACI4411	X		X				X	X
Work Experience 3	ACI4412	X		X				X	X
<b>Compulsory Modules</b>									
Design Thinking for AI-Enhanced Creativity	GDN4010	X			X	X			
Professional Graphic Design Practice with AI	GDN4011	X	X		X	X	X		
Major Project	GDN4050	X	X	X	X	X	X	X	X